

# Sustainable Success

Dr. Vidhu Gaur

Assistant Professor, Alliance University, Bangalore

**Abstract-** Success is a sweet seven letter word much relished by one and all in their lives. People have been striving hard to achieve success in their chosen fields since time immemorial. Whilst a few had tasted real success, majority had to content with much less. This has been the story so far and may remain so in future too considering the competition, resources and opportunities available. Be that the case, striving is needed to gain anything worthwhile. Should that become a chore, habit, passion or an obsession depends on the mindset of the individual concerned. Many suffering from achievement syndrome believe that more work is the key to success. Time alone will reveal the truth of their belief. By that time, unfortunately, youth and even life would have ebbed away. This paper is an attempt to take a peep into the dynamics of achieving sustainable success and ecstasy in one's life – sooner than later.

**Index Terms-** Completeness, Master of Desires, Personal Effectiveness, Consciousness

## I. INTRODUCTION

All the kings, rulers, leaders, corporate leaders, religious leaders, etc. have touted their own methods to reach success and thereby tried for their own levels of happiness. When own efforts failed, they sought the guidance of experts-gurus – consultants, networkers, brokers, connections, astrologers, and even spiritual gurus. The last category advocated very simple and direct methods which are found to be highly complicated by many viz. Learn to be free of stress, give up desires, reduce tension, live in the present, live and let live, embrace simplicity – then everything will be ok.

Here the skeptical mind is not able to accept these simple dictums. They need something esoteric and complicated, like *sheershasana*, hence their search continues for new books, training, gurus, places, hoping to get the pill, potion, mantra, method which will give them the key to success and thereby the happiness they clamor. Hence the search continues for the right key for success and happiness, which is another form of excellence and ecstasy. Today's generation has more opportunities, scope and ways to reach the pinnacle. Many are doing so. Our country has many millionaires and even a few billionaires. In the first 10 richest people in the world a few Indian names are seen. As the sky is the limit and the opportunities galore, the aiming high has become a routine in all the organizations and schools of grooming. In that process, often the aspect of spiritualism has given a go by leading to needless frustrations and lamentations. Many books are now focusing on soft skills and eventual happiness-ecstasy.

Many with everything with them seem to feel something is amiss. The growing number of divorces, attrition in

organizations, discontent among the rich and affluent are symptoms of the overall malaise among the so called successful in India and elsewhere. As the number of haves is bound to go up in the country, there is an urgent need to focus on the spiritual side to life also. As there is consensus that only a spiritual way of life will ensure a lasting happiness in this fragile world, exposing the finer aspects of life to the younger lot at an early stage will help them to lead an excellent and ecstatic life. The aim of this paper is to be a pointer in that direction and would cover points like personal effectiveness and excellence, happiness in life, grace from the supreme power, and looking ahead – Realistic outlook.

## II. TRUE SUCCESS

Success in life is a topic that will attract the attention of everyone. A person is normally considered successful when he is able to fulfill his desires. So fulfilling desires is the first criteria of success. But then greed is another dimension of desire, which is not acceptable. In greed, cutting of corners is done to reach the goals. If a beggar desired a steel bowl as he is having a wooden bowl, it is a legitimate desire and he should strive to get one. But, if he steals one, then he is showing greed and that will be wrong. In other words, one should reach the goals not transgressing *Dharma*, Values, ethics as normally understood. When one fulfils the desires within the bounds of *Dharma*, one gets self approval and joy/happiness in life. If this is violated, there will not be any inner joy or peace of mind. This all of us know well. Commit a small crime; we all get agitated, thinking of the consequences, when exposed. That is what is referred to as lack of self approval. Further, to be successful, one should contribute to society. A mere consumer cannot be successful, as he is not putting back anything to the society. Through legitimate desires, ambitions, one should work hard to reach the goals that will lead to increase in products, productivity and joy in any society. No one is advocating eschewing desires in life.

Another related issue is failure in life. If achieving desires is the yardstick of success, not achieving tantamount to failures. Hence, so many stamp themselves as failure when they fail to achieve their self set goals. Some at the fag end of life say that their lives were a complete failure. This is not a correct stand. This need to be seen from the angle of fulfilling desires. Who on earth has fulfilled all his desires? Major portion of our desires remains unfulfilled. Yet we continued. Take the case. All of us desired when as children to score 100 out of 100 in all examinations, come out first in class, in competitions and what not. How many were realized? Did we stamp ourselves as failures then? No, we continued. Similarly some desires will be reached, some won't be reached. That won't make us successful or failures, more so failures. There is no need to resort to extreme

actions, as being done by many. We must learn the right attitude. We should change the way of action to reach the goal. Stamping oneself as failure is not the solution. One should have the humility to accept that we can only do action, but we cannot dictate results desired by us as that will come on its own and we should learn to accept the same in all humility to be truly successful. Managing a result of one's choice will bring in more problems than solutions. If one is hoping for peace, joy and success in the long run, no attempt should be made to transgress the boundaries of *Dharma*. When values are compromised, it will bring lasting problems to individuals, companies and even the country at large.

We should learn to manage desires, and that is the only way to lasting success. If we do not manage desires, desires will manage us. If we don't control the horses of a horse cart, horses will take us for a ride and the result will be doom. Managing desire is the way out. We are the master, and desires should be at our mercy. It is our privilege to have this desire or that. Fulfilling or not fulfilling is our wish. That in no way makes you a failure or success. We must remember that all opportunities and time should be used well knowing that once gone, many things won't come back like today, like school days, like youth, like opportunities, so use the present well. Another aspect is our deep desire to change one and all. All think they will be happy if they could change others – be it boss, spouse, children, parents, in laws, friends. It is futile to attempt to change others. Tell them, show them the way, but give them time and space to change at their pace. No need to pressurize or be impatient. Don't link your happiness with others changing the way you want. Seldom will that succeed. In sum, be a master of your desires, try to fulfill desires through value based living, that alone will give self approval/contentment, leading to a clean conscience/purity of mind which is very necessary for peace, happiness and joy. There is no quick fix to eventual success in life.

### III. HAPPINESS

Be that the case, the quote from Bertrand Russell is worth pondering when he said "If there were in the world today any large number of people who desired their own happiness more than they desired the unhappiness of others, we could have paradise in a few years." What does this convey? Is that a correct evaluation of the events? Let us take a peep in to the history: We have read about the ways of people like Duryodhana, Ravana, Kansa etc, who with all the comforts and pomp/pleasure at hand resorted to such *adharmic*-unethical actions leading to total destruction of not only themselves, but also many innocent people. Can we say that they were concerned about their happiness while doing such deeds? Or did they think that by causing untold misery to others, they can have enjoyment and happiness? Recorded history shows that all such greats of different times have hit the dust sooner than later. But did those lessons give a message to the future generation? Can we say that thereafter and even now the people are focused on their happiness and working towards that?

All people have four dimensions in life – physical, mental, intellectual and spiritual. All their efforts can be brought under these four heads. There is no fifth head. It is necessary for those who are keen on happiness to repeatedly see whether their

actions are in conformity with the needs of these dimensions. Take the case of one who is addicted to drug or alcohol. One can safely say that the end will be near rather than far for such a person. Is he on a happiness trail or destruction trail that he can say even without any outside help? Like that many actions are detrimental to own and others happiness. Hence the observation of Russell. If we think on the theme there will be paradise on earth. But then who wants joy is the issue? It can be seen that many a time the people are not focused on happiness. They are not keen to discuss the subject, like exercise and health. Many say happiness is not a destination but a journey. They also add that if we make each moment happy, finally the life will be happy. If that is the way, then how many are focused on making everyday a happy day, every moment a joyful one, every meeting a pleasant one. Yes, there will be times, when one may not be able to consciously make the moment joyful, but what about other times. There is a lot of truth in the observation of Bertrand Russell. Remembering the spirit of that statement will help in achieving joy, peace and happiness to the individual, at least, provided that is the goal in life.

### IV. SEARCH FOR SUCCESS

In this world, everyone wants to be successful. Everyone is in search of success. Where does this search end? This search ends when man does that which he has come to do in this world. Make yourself capable to complete the search for success. Success comes knocking at your door the moment you become capable of it. We hear many people say, "I want to be successful." Success is such a place where everyone wants to reach. They make it their aim. People have a notion about success that, only when they get everything will they attain success. But until one knows what success is, despite attaining it, one will still lead an unhappy life. Success will be very far away from us as long as we do not know ourselves. The moment we know ourselves, success will be very close to us. There is a time at 23.59.59 when we are very close to tomorrow. In a matter of a second, we enter into 'today'. Success is like that. The moment we understand ourselves, realize our own inner strengths, give proper direction to our thoughts, take advantage of the blessings bestowed by the Nature, at that moment, success will be very close to us. Thereafter, we begin to live in the present.

Many people do not become successful in their journeys to attain their aim. They leave the journey halfway through, as they do not know themselves. They are not able to believe in themselves. They lose their self-belief as a result of negative thoughts given by others. There are also some people, who come very close to success. But due to their patterns and tendencies they do not attain ultimate state despite being close to it. There are some who attain success, experience that state, but get stuck with questions like 'what next?' and lose that experience. They are unable to enjoy the present and keep thinking of the future. All these people did not have one thing by which they would have enjoyed success – positive thinking and understanding. When we attain this understanding, our thoughts, words, feelings and actions, all begin to work in the same direction. We enjoy the experience of fulfillment. If you attain that thinking and understanding, then you will realize that you are already successful. The first step to success is to understand the strength

of our thoughts. Completeness and opening up are the two signs of success. The root secret of success could lie in the strength of our thoughts, our words, wise discrimination (*vivek* – the ability to distinguish between truth and untruth), and our knowledge (that comes through ‘experience’).

## V. THE SECRETS OF SUCCESS

Successful and unsuccessful are two types of people. The level of consciousness (*Chetana*) of the successful person is always high whereas, that of the unsuccessful person is always low. One is always happy; the other is always unhappy. Let us see what it is that makes the difference. Let us also understand as to what degree we are successful: and to what degree we are unsuccessful. If you learn the knack of being successful and imbibe the qualities required for success, then you will always lead a happy life and spread happiness. You will also become the cause for success for others. If you do not get rid the vice of failure then your life will be filled with darkness, unhappiness and become the cause for discomfort to others. Let us examine the characteristics of successful and unsuccessful people:

### **Accomplish Tasks**

The first secret of success is to bring to light that which is not seen. This means to complete those jobs on time, which have not been completed. A successful person is one who does not fear work and whose motto is “Conclude the task.” His understanding tells him that on Earth one attains success only through those tasks that have been completed. Jobs that are half done are as good as not done. Labor and hard work is everyone’s duties as well as exercise. We can be successful only when we get rid of laziness and lethargy. The first pre-requisite of success is to accomplish tasks responsibly.

### **Right Feeling**

Success is a feeling in your mind. If the mind is confident of success then this feeling of confidence will attract success towards you. A successful person constantly endeavors to make the required changes to circumstances and external situations. He is always on the look out to clear all obstacle and problems. In his mind there is no fear of failure or feeling of fear. He does not spend his lifetime waiting for changes to occur in circumstances or in the state of his mind. Instead, he fills his mind with the feeling of the joy of success. He engages himself in ‘creating’ an encouraging environment and a favorable inner state: “I will become successful very soon, not some day” is his song of success. The second secret of success is to fill you mind with the right feelings.

### **Control on Mood**

The third secret of success is never to wait for a proper mood to come but to create it through instant action. A successful person never waits for the mood to start his work. He knows that once you start work mood will automatically come. The mood to work comes on its own. When not in a mood to work, increase the pace of your work. Walk fast, write fast, dial a phone number fast, bathe quickly, clean up quickly, and quickly keep transferring thing from one place to another. This speed will prevent the mind from becoming the slave of mood. Man

becomes unsuccessful when he tends to become the slave of mood. He is unable to start his mental machine without mood. Whereas the successful person is able to start his mind body mechanisms just like a machine. He keeps the remote control of his body with him. With just one command, his body starts working. An unsuccessful person gives his remote control to someone else, and forgets as to whom he has given it to. Every trivial thought can spoil his mood. The third secret of success is to keep your mood in your hand.

### **Identify Vices**

The fourth secret of success is to bring to light your vices. The successful person does not leave any stone unturned in finding out his drawbacks. He becomes a professional in identifying his own drawbacks; where as in matters of his own praise he remains dumb and a novice. No one can be successful by hiding his own demerits from himself. A successful person would like to know about his mistakes from others. Some mistakes are such that you cannot spot them by yourself. But your well wishers can spot them. When his qualities are being praised and simultaneously information about his drawbacks is being given, he first gathers the information about his drawbacks. Good qualities, of course, will always be praised. However in the wake of this do not draw curtain on your vices. This is the fourth secret of success.

### **Focus on Solutions**

A successful person always focuses on solutions to problems, on overcoming difficulties, and on answers to questions. He looks for the cause of problems within himself, and not outside. He does not shy away from responsibility by shifting the blame on to others. He does not blame fate actions of previous births, environment or the people around. He has stopped blaming ever since awareness came to him. An unsuccessful person always blames fate: “In my previous birth I committed some bad deeds for which I am now paying the price.” He relieves himself by taking refuge in such thoughts. He never ceases to blame and hence is always unsuccessful. The fifth secret of success is to listen to ‘consciousness’ and not to ‘blame’.

### **Courage**

Man desires to live in comfort and security. In any new task, one feels uncomfortable and insecure; hence new work does not happen. Starting new work is the sixth secret of success. New does not happen, hence choose the new. Everyone anyway chooses the old. A successful person is a new person of a new era. He is always an experimentalist. He keeps on undertaking newer and newer experiments due to which he acquires the possibility of higher development. The fear of failure does not stop him from taking calculated risks. By taking calculated risks alone do new possibilities open up. Courage comes from taking calculated risks. Courage is the identity of success. An unsuccessful person always hesitates to take on new experiments. He forgets his childhood habit of experimenting. Success and courage are directly and deeply related. Hence, be brave to take up new work and attain success.

### **Enthusiasm**

When a person talks about heaven, talks about it carelessly and unenthusiastically, his talks remind the listener of hell. When people talk about hell, giving it importance and with full of enthusiasm, from his talk the listener experiences heaven. Enthusiasm is the life of work. With the fire of enthusiasm, even boring work becomes lively. A successful person fills his fellow workers with inspiration through his enthusiasm. Thus by getting inspired from enthusiasm every person works in unison with others due to which success becomes certain in work. People nurturing the desire to attain success must remember this seventh secret of success. How does a successful person sustain his enthusiasm? He finds out a good aspect of every incident, due to which his enthusiasm never wanes.

### **Foresight**

The eighth secret of success is to foresee all your possibilities through the power of contemplation. The one, who, by seeing the present situation anticipates the state of things to come, becomes ready for them in advance. A successful person, with several qualities, is also a visionary. This quality keeps him away from failure. He is always alert for every possibility. The unsuccessful, lazy and dull person lacks vision. He does not know the value of the present, nor can he anticipate the future by seeing the present. So practice foresight, and based on this begin to make yourself worthy.

### **Goal Oriented**

Every small task in life is a small step taken towards success. Hence, do not look at your small jobs with disinterest. Bring interest in your very action. Link your every action with your aim. Before starting your work say to yourself, "This task, which I am going to perform, will take me towards my goal. Without this work, it is impossible to achieve my goal. Therefore, now I will take this work as a step towards my goal and will do it with interest." Even when you are having your food, you link the act of eating with your purpose by saying, "This food is meant to make my body healthy and to generate energy. This energy is very essential for my goal. I want to use this energy to attain my goal. Hence, I will eat this food in its appropriate quantity. By over-eating, I will not invite lethargy nor will I generate insufficient energy by eating less", He who desires success, believe that his every little task will take him towards his goal. He believes that his goal is his pilot. When our goal pilots our plane of life, the peak of success is easily scaled. The unsuccessful person performs each of his tasks without awareness or direction. He will have made unconsciousness his pilot. If you want to change the state of your life change the direction. Learn direction from the sunflower. The sunflower always faces the sun. Similarly, you must also, always face your aim.

### **Energy Savor**

One who desires success must always ensure that his energy should not be wasted unnecessarily. Conservation and use of energy must take place in the right proportion. When a person is spending time in arguments, he is not only wasting time, but also his energy. If this energy was used in the right direction its

fruits would have been borne in success. The application of energy in the wrong direction is equivalent to inviting failure. The Tenth secret of success is to spend energy carefully. One should not waste his energy by indulging in unnecessary quarrels with others, in hate, jealousy, false ego, arguments and in getting lost in comparison. An alert person never involves himself in arguments and debates. In such a situation, he asks himself, "Is this argument more important than my goal?" By asking this question to himself, he raises the level of his consciousness and he also inspires others to refrain from unnecessary arguments. However, an unsuccessful person does not understand that we gain less and lose more from arguments and debates. In arguments we become unhappy and the level of our consciousness also goes down. Thus an unsuccessful person, by indulging in arguments, begins to lose even that which is left. When others try to look down upon a successful person, he never quarrels with them due to which the successful always remain successful.

### **Disciplined**

A successful person does not stop on attaining success. He always works on the possibilities of the future. From this two benefits are obtained. First, one is able to see new possibilities and new successes. Second, the danger of slipping back is eliminated. The person, who stops after attaining success, who stops exploring new possibilities, is likely to fall behind. The person who is trying to go ahead, even if he is not able to do so, will at least not fall behind. New possibilities open up only when we learn from our detractors. If you are afraid of being criticized, then you will not attain greater success. Every successful person does not feel bad about being criticized behind his back. He analyses these criticisms and believes that these are for his development. Because he knows that no one kicks a dead animal. Only who is alive and successful is criticized. This criticism is freely available information. When an unsuccessful person is criticized behind his back he becomes disheartened. He gives a lot of importance to such criticism, and stops his work. He does not know that people, who criticize, are not disciplined. So we should always avoid criticizing others.

### **Improvement in Quality of Work**

The best solution for success is to further improve your work, your service and the quality of the materials you sell. The urge to continuously do better work is a sign of success. Along with self-improvement one acquires the vision and knack of doing the work better. A progressive person knows that every work can be done in a better way. The secret of success is to do the present job in a better way. This belief works wonders in his life. The unsuccessful, non-progressive person does whatever he has been doing till now in the same old manner in which he had been doing it. From failure he learns to make excuses rather than learning to improve his work.

### **Innovative**

The successful person exercises his thinking power to make it beneficial. He feeds his brain with innovative thoughts. Man does not make use of even 1/10<sup>th</sup> of his brain. 90% of the brain remains unutilized. To make maximum use of your brain, it needs exercise. Innovative thinking is food for the brain. Getting

this food, man can easily make new creations. The unsuccessfully person keeps on recalling the undesirable incidents from his memory bank and becomes disturbed. He allows the memories of unhappy incidents to get inside him and allows himself to be robbed of even his remaining level of consciousness, awareness and happiness. The successful person takes out inspiring incidents and thoughts of devotion from this bank, and increases his level of consciousness and happiness.

### **Wellbeing of Everyone**

Some people attain success, but by felling and eliminating others. Such success gives birth to guilt in the future. A successful life belongs to one who, along with himself, has also kept in mind the success of others. The 'bright' successful person takes his decision from his heart (inner soul). His decisions are always for the wellbeing of everyone. He does only those jobs that feels right to his inner soul, which is the natural rule for attaining success. In this manner he will never have any guilt. To attain success, a greedy person does work through deception and trickery without listening to his inner voice. Due to this he bears the pain of guilt for the remainder of his life.

### **Careful Listening**

The simple rule of success is, "Describe properly what you want. Then look for the person who has what you want. After finding such a person, ask him, and after asking him, implement what he says." The person who desires success always listens, very carefully, to people with a higher level of consciousness. At the same time, he does not cut short the talk of those with lesser degree of consciousness. He learns from everyone. He spends more time with people who are aware. Such a person easily attains success. The foolish and unsuccessful person constantly keeps on talking; He does not like to listen. He does not want to be in the company of people whose level is higher than his. He would want to always keep himself in an ever secure and safe environment thinking every slightly difficult task to be impossible, he searches for excuses for not doing them.

### **Good Habits**

A person desirous of attaining success must always bear in mind the following:

1. Do not give advice without being asked for it. A person, who keeps giving unsolicited advice, is not given importance.
2. Be away from gossip and criticism of others. If you have to talk about others, talk about their positive aspects.
3. Devote some time towards collecting information: by this even boring subjects become entertaining and exciting.
4. Always be courteous, this pleases others. Due to this everyone becomes your friends.
5. Your enthusiasm and your liveliness should be reflected in your smile, the way you walk, talk and the way you work. An unsuccessful person does not engage himself in a boring subject. He walks at a dull pace, is unhappy and works without enthusiasm. Because of his ego, he even forgets to be courteous; as a result of which people dislike him.

Several solutions and secrets have been given above. You have to use all of them. After seeing so many things together, it is likely that the mind might look, for excuses. That is why you

must tell your mind a small secret of success, "Start with little but today." This means we will begin to apply the formulae detailed above from today itself, albeit in a small way. From today itself, start looking at some of your thoughts, actions, habits, drawbacks and dealings, today itself, remove your negative thoughts. Do little, but today itself. In this part, contemplate and implement the points that you understood and liked. Do not criticize the points that you did not like or felt to be illogical. Park them for some time. Just as you park your vehicle when not in use it, park such points. A time will definitely come when you will begin to like these points, and you will also be able to use them.

### **Attain completeness**

You desire success means you desire completeness, because only the one who is complete is successful. What is completeness? "If you have a lot of money, a house, job, fame, power, art etc. only then can you be successful or complete..." Is it right if someone thinks so? Ask a person, who has all these things, "Are you successful? Are you complete?" In most cases in answer will be a 'NO', People expect satisfaction and happiness. Everyone desires completeness.

When you are about to leave town for a few days then you meet all the members of your family. In this process if you miss out even one person, you feel incomplete. At the station, at the last moment, you remember that person thinking, "He did not come to meet me. Meeting him remained incomplete. Even when far away, you will remember that person because you could not 'complete' without him. Incomplete jobs keep coming to your mind, since you are habituated to not completing things. When you sleep in the night, you get dreams. This is because man completes incomplete jobs in his dreams, so that the next day goes properly for him. If dreams stop, then the next day will get spoiled. If you, before going to sleep, cultivate the habit of asking yourself, whether there are any jobs incomplete for the day and if you get up at once and complete some of them, then you will see that, owing to the completing of the jobs, you sleep will change. You will begin to get sound sleep.

### **Decide and take decisions**

According to others the definition of success and completeness are different. When you choose to do something, take a decision and start that work and complete it, then you are successful. You attain completeness when you decide to become a carpenter and become one. But others will not feel that you are successful. They will say you should become a doctor, or an engineer. They will not be satisfied since they had taken a decision about you. But you are successful when you become what you had decided for yourself.

### **Without 'positive thinking' no success is attained**

Attain success with the power of thoughts. When you think, "I cannot do this work", you put a full stop to your thinking. When you think positively by saying, "In what way can I accomplish this task", you are giving an opportunity to your intellect to think. In this way, your intellect opens new ways for you. When the thought comes to your mind that, "I cannot purchase this thing", then immediately change it and think, "How can I buy this thing." Then start thinking on the way of buying it.

In this way, the magic of optimistic outlook will start working in your life. A man's body from outside can be fat, lean, dark, fair, short or tall. But, this does not make a difference in his ability to work, what makes the difference is only what his body is filled with – is it filled with the poison of negative thoughts, or the nectar of positive thoughts. This poison or the nectar alone decides the failure or a success of man. When you buy a box from the market, you don't buy it by seeing it from the outside, but by seeing what it contains. You will bring it only if its contents are useful. You will not buy a box whose contents you don't want or whose expiry date has passed. This is a matter of commonsense. In the same way, what is filled in every human being? What thoughts are there in him? That is important, what is filled inside him. If negative thoughts are filled in him, then these thoughts become a curse for him. So, do not leave your mind open to the influence of negative thoughts of others. When you start keeping positive thoughts, happy thoughts, it is the beginning of success.

## VI. CONCLUSION

All crave for success and happiness in life. The means and methods may vary for different people or business but the final aim is more or less the same. This can be stretched to all fields of human endeavors, including achieving success and finally happiness. People are most certainly now seeking more meaning from their work and from their lives. There are increasing numbers of writers, gurus and now even a few business leaders who advocate greater love, compassion and spirituality for the formation and success of many very large and famous corporations. Some interpretations have a compassionate or spiritual foundation; others are quite rightly incorporated within wider issues of corporate social responsibility and ethical business. The paper deals with various dimensions of living for achieving excellence and success in human endeavors. Today, many of the finer aspects of life are given a go bye by the younger generation especially due to the fast paced life they are made to take up. Many so called seniors also have not been good role models, when it come to the important dimension of successful life and graceful living. Success means you desire completeness, because only the one who is complete is

successful. One is successful when one becomes what he had decided for himself.

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Author, Dr. Vidhu Gaur, born on Aug. 29, 1981, is an eminent educationist with a doctorate degree in English Literature (PhD English) and a post graduate degree in Business Administration (MBA Marketing) and Communication Management (PGDCM). She is a member of Indian Society of Training & Development, Bangalore Chapter. She is currently employed with Alliance Business School, Alliance University, Bangalore as an Assistant Professor. She possess more than seven years of learning experience in taking and imparting education across the different states of India. Application based learning is the crux of what she teaches to students. She believes in opting for an inter-disciplinary approach for teaching and working.

## AUTHORS

**First Author** – Dr. Vidhu Gaur, Assistant Professor, Alliance University, Bangalore, Email:vidhugaur@gmail.com  
vidhu.g@alliance.edu.in